

EASTERN STATES RADIO CORPORATION  
Columbus 16, Ohio

November 13th, 1953

Dear Station Manager:

The American Tobacco Company plans to record new commercials for use on the college radio Lucky Strike programs, to begin just after Christmas.

Again, as last year, Lucky Strike feels that particular stations participating in the Luckies series should be given the opportunity to offer their suggestions about the type of commercials to be used, and the personalities who will present them. This year, as in 1952-3, the comments of each and every Luckies program station are solicited.

The revised Lucky Strike commercials put into use last Spring quite definitely reflected the many helpful, critical comments sent in by various station managers, whose ideas were used as the copywriters' guide. Lucky Strike is looking forward to receiving equally frank, constructive suggestions now.

Won't you please sit down right now and write us a letter - just a short note will do - telling us:

- 1) How the present Luckies commercials are received by the students
- 2) Any suggestions you have to improve them
- 3) Whom you would hire to deliver the transcribed announcements if that were up to you personally

Of course, the majority opinion will rule, so don't feel that if some particular suggestion of yours isn't adopted, the sponsor doesn't like your idea: it may just be that more stations have suggested something different.

In order to get the new commercials prepared in time for use right after Christmas, it's absolutely essential that we have your comments within ten days - so, PLEASE, won't you do it today?

Your prompt reply will help show Luckies your appreciation for their support of your United Press news service.

Note: please confine this note to the above material exclusively - deal with other matters (such as other contracts, broadcast reports, etc.) in a separate letter, as these will go directly to the American Tobacco Company.

Thanks very much for your cooperation.

Sincerely yours,  
EASTERN STATES RADIO CORPORATION

RV:lk



EASTERN BROADCASTING CORPORATION  
Radio City Station

November 1941, 1942

Dear Station Manager:

The American Radio Company plans to launch a commercial  
for one on the college radio station program, to launch just after  
(October)

Again, as last year, Lucky Station will participate  
stations participating in the contest should be given the opportunity  
to enter their suggestions about the type of commercial to be used,  
and the presentation of the contest itself. This year, as in 1941, we  
expect to have every local station participating.

The American Radio Company will participate in the contest  
during which we will select the many national, political, commercial and  
to be shown station managers, whose ideas will be the "winners".  
Lucky Station is looking forward to receiving a copy of the  
contest regulations.

Don't you please let me know right now and write me a letter  
- just a short note will do - telling me

1) How the program will be presented  
received by the audience

2) Any suggestions you have to improve them

3) How you would like to deliver the presentation  
and how much it will cost us to do so

If needed, the station manager will help in the  
that it will participate in the contest. We are  
don't. If you have any questions, please write to me  
sincerely,  
Lucky Station

In order to see the new commercial program in time for  
one right at the station, it is absolutely essential that we have your  
plans with you - by the way, we'll be in the city on the 15th.

Your prompt reply will help show Lucky Station's  
the state of your radio station now.

Best of luck in the contest. We are  
sincerely,  
Lucky Station

Thank you very much for your cooperation.

Sincerely yours,  
Lucky Station